



**BRUNO BRASILEIRO**  
CREATIVE DIRECTOR

BRUNOBRASILEIRO.COM  
bruno.brasileiro.f@gmail.com  
+1 347 218 0038

**GREENCARD HOLDER**

**EXPERIENCE**

- CDM NY** | EVP, Group Creative Director  
New York, NY  
Dec 2020-Present  
In charge of creating a new Creative culture at CDM, leading 10 brands, 25 creatives and \$25MM + new biz
- AREA 23/FCB** | SVP, Creative Director  
New York, NY  
Dec 2019-Nov 2020  
Leading 4 brands (\$20 million total) and a team of 20 creatives through a launch
- AREA 23/FCB** | VP, Creative Director  
New York, NY  
Dec 2015-Nov 2019  
Leading copy/creative for CoolSculpting (Allergan), Injectafer, Whelchol, Vemlidy and Gilead (DSI) + new biz
- MCGARRYBOWEN** | Head of Copy  
São Paulo, BRAZIL  
Aug 2015-Dec 2015  
Lead creative for Intel and head of copy for PwC, British Airways, Bradesco and Microsoft
- MOOD\TBWA** | Associate Creative Director  
São Paulo, BRAZIL  
Jan 2013-Aug 2015  
Head of Integrated Creative work for Shell, Brasil-Kirin beers (Devassa), Huggies (KC), Giraffa's, BTG Bank and new business
- MIX BRAND EXPERIENCE** | Senior Copywriter / ACD  
São Paulo, BRAZIL  
Jul 2008-Jan 2013  
Lead copy for P&G (Head&Shoulders, Gillette, Vick, Duracell), Vivo, RayBan & Santander. 2012: ACD for Vivo, RayBan, Nextel, new business
- DREAM FACTORY** | Senior Copywriter  
São Paulo, BRAZIL  
Mai 2006-Jul 2008  
Head copywriter for Telefonica, Unisys, Microsoft and new business. Lead creative for all Rock in Rio sponsors' activations
- ARTPLAN** | Jr Copywriter  
São Paulo, BRAZIL  
Aug 2003-Mai 2006  
Copy in integrated work for PanAmerican Bank, Telefonica, Heidelberg and Alamo Rent-a-Car
- TURKEL** | Jr Copywriter  
Miami, FL  
Jan 2005  
1-month exchange program while in Artplan. Worked on tourism campaign for Kissimmee, FL

**EDUCATION**

- ISTITUTO EUROPEO DI DESIGN** | Major: Strategic Design  
São Paulo, BRAZIL  
Graduated in July 2007
- ESCOLA SUPERIOR DE PROPAGANDA E MARKETING** | Major: Advertising  
São Paulo, BRAZIL  
Graduated in December 2005  
Awarded for "Best Thesis of 2005"

**RECOGNITION**

- CANNES LIONS** | 1 GOLD, 6 SILVER, 8 BRONZE  
22x Shortlist
- CLIOS** | 1 GRAND CLIO, 6 GOLD, 9 SILVER, 8 BRONZE 7x Shortlist
- ONE SHOW** | 1 SILVER  
2x Shortlists
- WEBBY AWARDS** | HONORABLE Mention
- MMA SMARTIES** | 2 GOLD, 1 SILVER
- IAB MIXX** | 1 GOLD, 1 BRONZE
- EL OJO IBEROAMERICA** | 1 SILVER  
2x Shortlist
- LIA** | 2 GOLD, 1 SILVER, 1 BRONZE  
3x Shortlist
- DIGITAL MAG AWARDS** | Best Magazine Ad of the Year
- NY FESTIVALS** | 5 GLOBES, 4 FINALISTS
- D&AD** | 1 GRAPHITE, 1 WOOD PENCIL  
and 80+ additional National & International awards

**CONTRIBUTIONS**

- MANNY'S AWARDS 2022** | Jury Member
- AMPRO GLOBES AWARDS** | Jury Member  
Regional / National (2016 & 2018)
- BRAZILIAN ADVERTISING CONGRESS** | Keynote Speaker  
"Thinking Integrated" (2016)
- "LIVE MKT" ROAD SHOW AMPRO** | Keynote Speaker  
Marketing & Advertising Universities across Brazil (2014)